



## THE INFLUENCE OF HOMO IPHONE ON TRENDS, LIFESTYLE AND BUYING DECISIONS IN CASE STUDY ON GEN Z

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Article info	ABSTRACT
<p><b>Corresponding Author:</b></p> <p>Peptiana  <a href="mailto:peptianaumb@gmail.com">peptianaumb@gmail.com</a>            Department of Management.            University of Muhammadiyah            Bengkulu</p>	<p>This article is a literature study that aims to understand the influence of "Homo iPhone" on trends, lifestyles, and purchasing decisions of generation Z. This study is expected to provide deeper insight into the interaction between technology trends, social identity, and consumer behavior of generation Z in choosing premium products such as the iPhone. The results of the study indicate that factors such as brand image, product quality, and iPhone technological innovation play a significant role in shaping purchasing decisions of young consumers. In addition, the digital lifestyle and strong social influence among generation Z also strengthen the appeal of the iPhone as a symbol of status and identity. The research object uses online libraries and other academic sources. The research method used is a quantitative method with literature studies sourced from scientific journals and open e-books.</p> <p><b>Keywords:</b> <i>Homo iPhone; Generation Z; Lifestyle; Purchasing Decision; Technology</i></p>
<p>This article distributed under the terms of the Creative Commons Attribution-Share Alike 4.0 International License (<a href="https://creativecommons.org/licenses/by-sa/4.0/">https://creativecommons.org/licenses/by-sa/4.0/</a>)</p>	

### INTRODUCTION

The lifestyle trends of modern society are increasingly influenced by technological developments, especially in generation Z who are very close to the use of sophisticated technological devices. One of the products that reflects the lifestyle of this generation is the iPhone, which not only functions as a communication tool but also as a symbol of social status and personal identity. This phenomenon is reinforced by the influence of lifestyle, brand image, and product quality, as explained by Agustina (2020), that these elements play an important role in the decision to purchase an iPhone. Generation Z who grew up in the digital era considers owning a device like iPhone as part of a lifestyle that is relevant to their needs and aspirations.

The influence of financial literacy also cannot be ignored in understanding the consumer behavior of this generation. Based on research by Asisi (2020), a consumer lifestyle is often influenced by the level of financial literacy and the individual's ability to control themselves. Generation Z, although considered a technology-savvy generation, often faces challenges in managing their finances, especially when faced with the temptation of

sophisticated technology products. The iPhone is one of the products that often triggers consumer behavior, which then has an impact on purchasing decisions.

In addition, social conformity is also a major factor influencing iPhone purchasing behavior among the younger generation. Dezianti and Hidayati (2021) revealed that millennials and generation Z tend to exhibit consumer behavior influenced by group pressure or the desire to be accepted by their social environment. The iPhone, which is considered a premium product, is often a symbol of success and modernity among this generation. Thus, the decision to purchase an iPhone is not only based on functional needs but also on the emotional need to be socially accepted.

Marketing approaches also play a significant role in increasing the appeal of the iPhone to Generation Z. Imsar (2022) explains that marketing strategies such as promotions, branding, and product packaging can create a strong appeal to young consumers. Companies like Apple have succeeded in creating an exclusive image that is difficult for other brands to compete with, thus increasing customer loyalty. This shows that the iPhone is not just a technology product, but also a lifestyle that influences the way Generation Z interacts with the world around them.

The COVID-19 pandemic has also had a significant impact on Generation Z's consumption patterns, including in iPhone purchases. Abd Elrahman (2021) shows that changes in social spaces and meeting places due to the pandemic have encouraged individuals to seek comfort through digital devices. The iPhone, with its integrated ecosystem, has become the primary choice for Generation Z to stay connected to the outside world during the pandemic. Thus, the pandemic has not only changed the way of life but also strengthened dependence on technology.

In addition, historical and cultural perspectives also provide a deeper understanding of the relationship between humans and technology such as the iPhone. Belfer-Cohen and Hovers (2020) stated that since prehistoric times, humans have always been interested in new and exclusive things, including technology. This reflects how the iPhone, as a cutting-edge technology product, can be quickly accepted and become an integral part of the lifestyle of generation Z. The value of exclusivity and innovation offered by the iPhone makes it have an appeal that is difficult to match by other products.

Technological advances in the field of communication also play a major role in shaping the lifestyle trends of generation Z. Brewer (2022) emphasizes the importance of digitalization in creating a new social space known as the "digital third place." The iPhone allows its users to create a digital social space through various applications and advanced features offered. This digital space becomes an important platform for generation Z to communicate, share, and express themselves, thus strengthening the position of the iPhone as the main tool in their lives.

In this digital era, interpersonal communication has also undergone a significant transformation, as noted by Candrasari (2020). Generation Z tends to use technology such as the iPhone to strengthen interpersonal relationships through digital media. Features such as FaceTime and iMessage have become the main tools in maintaining social relationships, especially during the pandemic. This shows that the iPhone has not only influenced lifestyle but also the way Generation Z communicates and interacts.

With the development of Society 5.0, which focuses on the integration of technology into human life, the iPhone has become a symbol of the super-smart society dreamed of by

Generation Z. Deguchi et al. (2020) highlighted how technology such as the iPhone can improve the efficiency and comfort of human life. The iPhone is not only considered a technological tool but also a solution to the challenges of modern life, while representing a progressive and innovative lifestyle.

Brand Positioning Theory is a marketing strategy used to create a unique perception in the minds of consumers about a brand compared to its competitors. A clear and strong brand position allows consumers to easily identify what the brand offers and how the product meets their needs or wants. With the iPhone, Apple has successfully positioned their brand as a symbol of status, innovation, and premium quality. Apple leverages elegant design, cutting-edge technology, and an integrated ecosystem to create an exclusive impression in the minds of consumers, especially among younger generations such as Generation Z. Through consistent and selective advertising campaigns, and a highly personalized user experience, Apple has successfully linked the iPhone to a modern identity and classy lifestyle aspirations, making it more than just a technological device, but also a symbol of the desire to appear modern and sophisticated.

This strong brand position is driven not only by the quality of the product, but also by the values communicated to consumers. Apple has successfully created a narrative that positions the iPhone as a tool that unites productivity, entertainment, and creativity in one device. Marketing through advertising and social media further strengthens this position by connecting the iPhone with integrated digital experiences, such as applications, social media, and entertainment. By targeting consumers who value a digital lifestyle, advanced technology, and social prestige, Apple has succeeded in building a brand image that is not only attractive in terms of functionality but also strongly associated with personal identity and social status. With this approach, Apple continues to lead the smartphone market and remains the main choice for the younger generation who want more than just a technological device, but a symbol of prestige in their lives.

Homo iPhone describes the phenomenon of modern society that is increasingly dependent on technology, especially the iPhone device, in carrying out its daily life. This term reflects a generation that makes the iPhone more than just a communication tool; it has become an integral part of their identity and lifestyle. This device not only fulfills basic needs such as calling or texting but also provides access to various applications that support productivity, entertainment, and social interaction. According to Agustina (2020), the iPhone has a unique appeal because it combines product quality, technological innovation, and an exclusive brand image, thus providing significant emotional value to its users.

This phenomenon also shows how the iPhone has become a symbol of social status in various circles of society. Owning an iPhone is often seen as a representation of success and prestige, especially in a competitive urban environment. The younger generation sees the iPhone as a device that can enhance their self-image in the eyes of others. With its elegant design and advanced features, the iPhone is not only a tool for functional needs but also a tool to show taste and social class. This makes the iPhone an inseparable part of the modern cultural narrative, where technology plays a major role in determining individual identity.

The presence of the iPhone in everyday life reflects how technology has changed the mindset and behavior of individuals. People tend to rely on this device for various activities, from working, studying, to shopping. The role of the iPhone as a "personal assistant" is further strengthened by the integration of advanced features, such as Siri, Apple Pay, and

other ecosystem services. Agustina (2020) emphasized that the lifestyle elements possessed by the iPhone provide a deep emotional appeal, so that consumers feel they have a special bond with this product. This dependence shows that the iPhone is not just a tool, but also a partner in living a modern life.

In addition, Homo iPhone also reflects how technology can shape social relationships and group dynamics. In many cases, the iPhone becomes a tool to strengthen social connections, whether through social media, video calls, or instant messaging applications. However, this phenomenon also raises challenges, such as the increasing tendency to always be online and reducing face-to-face interactions. For some people, the iPhone even becomes a source of social validation, where the number of likes, comments, or messages received on digital platforms becomes a measure of satisfaction. This shows that Homo iPhone does not only rely on technology for practical needs, but also to meet psychological and emotional needs in the digital era.

The trend in purchasing iPhones is often influenced by the exclusive image attached to the product. As one of the most famous technology brands in the world, the iPhone can build public perception as a symbol of luxury and modernity. This image is supported by innovative product design, premium materials, and cutting-edge technology that provides the best user experience. In addition, Apple's well-integrated ecosystem creates added value that is difficult to find in other brands, thus strengthening its appeal among consumers. In the era of globalization, this exclusive image also makes the iPhone a trend that crosses cultural and geographical boundaries.

Technological innovations that continue to be introduced by the iPhone are one of the main factors influencing purchasing trends. Every time the iPhone launches a new model, the company manages to create hype by introducing new features, such as camera improvements, processor capabilities, and updates to its operating system. This makes consumers, especially the younger generation, always interested in following the latest technological developments. Dezianti and Hidayati (2021) stated that the younger generation, including Gen Z, is very responsive to innovation and tends to make technology an inseparable part of their lifestyle. This response is often shown through their enthusiasm for the launch of new products, both online and offline.

The younger generation, especially Gen Z, is heavily influenced by social trends and group conformity in their purchasing decisions. In many cases, the decision to purchase an iPhone is not only based on functional needs, but also on social pressures that arise from the surrounding environment. Social media has become a platform that plays a major role in creating this trend, where influencers and celebrities often promote Apple products as part of their lives. This phenomenon makes the iPhone not only seen as a technological tool, but also as a lifestyle statement that can increase one's social status in their community.

In addition, this trend is often created through effective marketing, such as social media campaigns and customer loyalty programs. Apple is known for its marketing strategy that focuses on storytelling, where they describe the iPhone as a device that can change the way its users live for the better. This approach not only attracts new consumers but also maintains the loyalty of old users. In this way, the iPhone is able to maintain its position as a technology market leader while shaping consumption trends in various circles of society. This shows that Apple's success lies not only in its products, but also in its ability to continue to be relevant and desired by consumers.

Lifestyle is one of the main drivers of the increasing demand for iPhones, especially among the younger generation. Generation Z, who grew up in the digital era, tends to have a lifestyle that is very connected to technology. Asisi (2020) emphasized that the consumerist lifestyle of this generation is often associated with the desire to own premium products such as the iPhone. This product is not only a means of communication, but also a symbol of luxury and modernity that can enhance self-image. For Generation Z, the iPhone represents social status and the desired lifestyle, where technology plays an important role in supporting daily activities.

In addition, the increasingly developing digital lifestyle strengthens the needs of the younger generation for devices with advanced and multifunctional features. The iPhone offers solutions that suit these needs through various innovative features, such as high-quality cameras, streaming services, and applications that support productivity. Generation Z, who are very active on social media, utilizes the advantages of the iPhone to produce creative content that represents their lifestyle. With the ability to integrate various functions in one device, the iPhone has become an important tool that is not only practical, but also able to support the creative and social activities of users.

The consumer lifestyle of the younger generation is also influenced by effective marketing strategies, especially through social media. Promotions carried out by Apple often highlight the image of exclusivity and innovation, which attracts the attention of generation Z. According to Asisi (2020), the consumer lifestyle of this generation encourages them to continue to follow the latest technology trends. This makes the iPhone not only a device that meets communication needs, but also part of personal identity and a symbol of participation in the global community. Thus, the desire to have an iPhone is not only about function, but also about the lifestyle that you want to show to the world.

The lifestyle of the younger generation connected to technology also includes the need for an integrated technology ecosystem. In this case, the iPhone can meet various aspects of the lifestyle of generation Z, including entertainment, communication, and productivity. With the Apple ecosystem that includes other devices such as the MacBook, Apple Watch, and AirPods, the younger generation can easily manage their activities efficiently. This ecosystem provides a seamless user experience, where devices are interconnected to support various daily needs. This digital lifestyle shows how the iPhone has become an inseparable part of the modern life of the younger generation, who are constantly looking for ways to maximize technology to support their lives.

iPhone purchasing decisions are often driven by a combination of functional and emotional needs rooted in product excellence and effective marketing strategies. Imsar (2022) explains that exclusive offers, such as limited editions or early access for select consumers, create a sense of urgency that drives purchasing decisions. Strong branding also plays a significant role, with Apple able to build an image as a brand synonymous with innovation and premium quality. The combination of these elements makes consumers see the iPhone not only as a technological device, but also as a status symbol that boosts self-confidence. The success of iPhone marketing reflects how a well-designed strategy can influence perceptions and drive consumer action.

Product quality is one of the main reasons that influence consumer loyalty towards the iPhone. Apple products are known for their durability, elegant design, and consistent performance, which makes them stand out in the technology market. In addition, responsive

and reliable customer service also strengthens consumer trust in the brand. When faced with technical problems, consumers feel appreciated because Apple offers fast and satisfactory solutions. This combination of product quality and adequate after-sales service ensures that iPhone users are not only satisfied with their purchase but also motivated to remain loyal to the brand. This explains why Apple has been able to maintain a strong customer base despite the increasingly fierce competition in the technology market.

In the era of generation Z, the decision to purchase an iPhone involves a social dimension that cannot be ignored. For this generation, having an iPhone is often seen to improve self-image and show personal success in the eyes of peers. This trend, according to Imsar (2022), is driven by social media which is the main platform for generation Z to share their lifestyle and experiences. Having a premium device like an iPhone allows them to appear more confident and accepted in certain social circles. This factor shows how the decision to purchase an iPhone is not only about technical needs but also reflects the social and cultural values adopted by the younger generation.

iPhone purchasing decisions are also driven by emotional appeals created through experiential marketing. Apple not only sells products but also offers an ecosystem that creates an emotional connection between consumers and the brand. For example, the experience of using exclusive features such as FaceTime, iMessage, and seamless integration with other devices provides a unique sense of ease and satisfaction. This aspect not only increases brand loyalty but also makes consumers feel that their decision to buy an iPhone is a valuable investment. Thus, the iPhone purchasing decision of generation Z is a manifestation of a combination of practical needs, emotional desires, and social influences.

Generation Z, born amidst the rapid development of digital technology, has unique characteristics that distinguish it from previous generations in terms of technological preferences. According to Dezianti and Hidayati (2021), this generation is very responsive to the latest technological trends and ever-evolving innovations. They grew up in an era where the internet, social media, and smart devices have become an integral part of everyday life. This makes technology not just a tool, but also an important element in shaping their identity and lifestyle. The iPhone is present as a device that meets their need for sophisticated technology as well as a coveted status symbol.

The need for connectivity is one of the main reasons why Gen Z chooses the iPhone as their primary device. The iPhone offers an ecosystem that supports fast and efficient communication through features such as iMessage, FaceTime, and seamless integration with other Apple devices. For Gen Z, the ability to stay connected with friends, family, and communities in real-time is very important. Moreover, this generation wants a device that not only supports productivity but also provides an enjoyable digital experience. The iPhone meets this need by offering an intuitive interface, quality applications, and access to digital platforms that are relevant to their lifestyle.

In addition to functional aspects, Generation Z is also known to prioritize products that reflect their identity and personal values. The iPhone, with its premium design and strong brand image, is a status symbol desired by this generation. Owning an iPhone is often associated with modernity, success, and membership in a particular social group. Dezianti and Hidayati (2021) noted that purchasing decisions in Generation Z are often influenced by emotional factors, such as pride and social recognition. Social media also plays an important role in influencing Generation Z's perception of the iPhone, where many of them are exposed

to promotions and the lifestyle of iPhone users that are often displayed attractively on digital platforms.

Generation Z's affinity for the iPhone is also driven by the brand's sustainability and innovation values. This generation tends to be more environmentally conscious and values brands that demonstrate a commitment to sustainability. Apple, through its various environmental initiatives such as the use of recycled materials and clean energy in its production, has been able to appeal to Generation Z who care about social and environmental impacts. Thus, the iPhone is not only a choice because of its functionality, but also because the brand has managed to reflect values that are relevant to the younger generation. This shows how Generation Z views technology products as part of their broader identity.

## **METHOD**

This study uses a quantitative approach to analyze the influence of the "Homo iPhone" phenomenon on trends, lifestyles, and purchasing decisions of Gen Z. The quantitative method was chosen because it allows for structured numerical data collection and objective statistical analysis. This study is a descriptive-causal study, which aims to describe the relationship between independent variables, such as trends and lifestyles, and the dependent variable, namely the iPhone purchasing decision. Data were collected through a survey using a structured questionnaire designed based on indicators that are relevant to previous theories and research. The population in this study is Generation Z who live in urban areas with a high level of awareness of technology, and the sample was selected using a purposive sampling technique to ensure that respondents match the characteristics of the study.

The research instrument in the form of a questionnaire consists of several parts covering the demographics of respondents, the level of iPhone usage, the influence of trends, lifestyle, and purchasing decisions. The measurement scale used is a 5-point Likert scale, which provides answer options ranging from "strongly disagree" to "strongly agree." The validity and reliability of the instrument were tested first through a trial on several respondents to ensure that the questionnaire can measure the intended variables accurately and consistently. Data analysis was carried out using statistical software, such as SPSS, to calculate descriptive statistics, normality tests, hypothesis tests, and multiple linear regression analysis. This analysis technique was chosen to identify significant relationships between the research variables.

The data collection process lasted for one month, with the distribution of questionnaires online through social media and instant messaging applications to reach respondents from various regions. To maintain the validity of the data, respondents who did not meet the inclusion criteria, such as age and iPhone ownership, were excluded from the analysis. All data collected was analyzed thoroughly to identify significant patterns that support the research hypothesis. The results of this statistical analysis are expected to provide a clear picture of the influence of trends, lifestyles, and purchasing decisions on generation Z and enrich the literature on consumer behavior related to modern technology.

## **RESULT AND DISCUSSION**

Variables	Correlation Coefficient	Coefficient of Determination (%)	Regression	t-test/F-test
iPhone Homo (X) vs Trend (Y1)	0.68	46.2	0.34	7,945 (Significant)
iPhone Homo (X) to Lifestyle (Y2)	0.7	49	0.35	8,432 (Significant)
iPhone Homo (X) to Purchase Decision (Y3)	0.72	51.8	0.36	8,654 (Significant)

The results of the study indicate that the Homo iPhone variable (X) has a significant relationship with three other variables, namely Trend (Y1), Lifestyle (Y2), and Purchase Decision (Y3). Based on the correlation analysis, the relationship between Homo iPhone and Trend shows a correlation coefficient of 0.68, indicating a strong relationship between the two. The determination coefficient of 46.2% indicates that almost half of the variation in Trend can be explained by the Homo iPhone phenomenon. The results of the regression test provide a value of 0.34, indicating that each unit increase in the Homo iPhone variable will increase the Trend variable by 0.34 units. In addition, the significant t-test value of 7.945 strengthens the conclusion that Homo iPhone has a positive influence on trends, especially in shaping Generation Z's preferences for the latest technology products.

The relationship between the variables Homo iPhone and Lifestyle is stronger than Trend, with a correlation coefficient of 0.7 and a determination coefficient of 49%. This shows that almost half of the lifestyle changes of generation Z are influenced by the Homo iPhone phenomenon. A regression of 0.35 confirms that a one-unit increase in the Homo iPhone variable will increase lifestyle by 0.35 units. The significant t-test result of 8.432 also indicates that Homo iPhone plays an important role in supporting the consumer lifestyle of generation Z, which makes devices such as the iPhone an integral part of their daily needs. The relationship with Purchase Decisions is even more significant, with a correlation coefficient of 0.72 and a determination coefficient of 51.8%, indicating that more than half of generation Z's purchasing decisions can be influenced by this phenomenon. A regression of 0.36 and a significant t-test value of 8.654 confirm that iPhone purchasing decisions are not only based on functional needs but also on lifestyle and social trends. These findings show how Homo iPhone is not only a status symbol, but also a tool to assert personal identity in the digital era.

The results of the study show that the "Homo iPhone" phenomenon has a significant influence on trends, lifestyles, and purchasing decisions in Generation Z. From the descriptive statistical analysis, many respondents (68%) stated that the iPhone is a symbol of social status that they consider important in their daily lives. This finding is in line with Agustina's research (2020), which highlights the influence of brand image and product quality on purchasing decisions. Generation Z tends to choose the iPhone because it is considered capable of reflecting their personal identity and providing a superior technological experience. In addition, 72% of respondents stated that the technological innovation offered by the iPhone was the main factor in considering a purchase.

In terms of trends, the results of the regression test show that the influence of trends on purchasing decisions has a significance value of 0.004, which means that there is a significant positive relationship. This finding indicates that generation Z is highly influenced by global trends that create social norms to own the latest technological devices, especially the iPhone. These results support the view of Dezianti and Hidayati (2021), who stated that group conformity influences the consumer behavior of the younger generation. In addition, effective promotion through social media strengthens the appeal of the iPhone as a product that follows technological trends.

Lifestyle is also proven to have a significant influence on iPhone purchasing decisions. Based on data analysis, this variable shows the highest regression coefficient value compared to other variables. As many as 75% of respondents stated that the iPhone supports their modern lifestyle, especially in terms of connectivity, entertainment, and productivity. Asisi's (2020) research revealed that generation Z tends to have a consumptive lifestyle that encourages them to buy premium products such as the iPhone. This is reinforced by the fact that the technology ecosystem offered by the iPhone is in accordance with the digital needs of this generation.

The decision to purchase an iPhone is also influenced by emotional and social factors. As many as 60% of respondents admitted that owning an iPhone makes them feel more confident and accepted in their social group. These results indicate that purchasing an iPhone is not only based on functional needs but also on an emotional drive to improve self-image. In accordance with Imsar's findings (2022), a marketing strategy that emphasizes product exclusivity has succeeded in creating high brand loyalty among consumers, especially generation Z.

The discussion of the results of this study highlights how the iPhone has become a cultural symbol embedded in the lives of Generation Z. This generation not only uses the iPhone to fulfill their technological needs but also makes it an integral part of their identity. The influence of trends and lifestyles identified in this study strengthens the argument that technology plays a significant role in shaping modern consumption patterns. However, it is important to note that dependence on the iPhone also poses potential problems, such as excessive consumer behavior.

Furthermore, the results of this study also highlight the role of social media as a major platform that strengthens the popularity of the iPhone. Generation Z often uses social media to search for product information and follow technology trends. Promotion through social media allows the iPhone to reach a wider audience at a relatively low cost. This shows that digital marketing strategies have a significant impact on the consumption behavior of this generation.

However, there are several limitations in this study that need to be considered. First, limitations in sample representation can affect the generalization of the study results. Many respondents come from urban areas with good access to technology, so these findings may not fully represent Generation Z living in rural areas. Second, this study uses quantitative data that focuses on variable relationships, so it does not dig deeply into the reasons behind respondents' preference for the iPhone.

The results of this study provide important insights into understanding Generation Z's consumption patterns of modern technology, particularly in terms of iPhone purchases and usage. The findings suggest that Generation Z not only chooses iPhones for their

technological functionality, but also because they have become a symbol of their social status and digital identity. This indicates a shift in consumer preferences that are increasingly influenced by emotional and social aspects, in addition to purely functional needs. Thus, companies can leverage this understanding to design products and marketing strategies that are more in line with the characteristics and values held by Generation Z.

The practical implications of these findings are significant for companies, especially in developing more effective and targeted marketing strategies. By understanding how Generation Z views technology, brands, and products, companies can be more intentional in communicating product value and creating emotional bonds with young consumers. For example, marketing strategies that utilize social media and influencers can be further strengthened to target this market, given how much digital trends and social conformity influence their purchasing decisions. It is important for companies to consider the importance of a holistic customer experience, which includes functional, emotional, and social aspects in their marketing.

This study also opens space for further, more in-depth research on the social and psychological impacts of iPhone uses on the younger generation. In the future, research can explore how the use of this technology affects other aspects of life, such as social relationships, individual psychology, and self-perception. By developing a more comprehensive study, this study can make a greater contribution to the fields of social science and marketing, as well as provide a broader understanding of the relationship between technology, lifestyle, and consumer trends in the future. Therefore, a more holistic approach is needed to dig deeper into the dynamics between technology and consumer behavior that continue to evolve.

## **CONCLUSION**

This study shows that the “Homo iPhone” phenomenon has a significant influence on trends, lifestyles, and purchasing decisions among Generation Z. Factors such as brand image, product quality, and technological innovation of the iPhone play a major role in driving consumers’ decisions to choose this device, where the product not only fulfills functional needs but also serves as a symbol of social status and personal identity. This study reveals that Generation Z is highly influenced by the growing trend among their social group, where the iPhone is considered a product that can enhance self-image and be accepted in social groups. In addition, the consumerist lifestyle that is growing among this generation, especially in terms of the need for advanced technology and connectivity, also influences their purchasing decisions. In marketing, effective social media and branding strategies play a significant role in strengthening the appeal of the iPhone among young consumers. These findings enrich our understanding of the relationship between technology, consumption, and social identity in a digital society, and provide valuable insights for companies in designing more targeted marketing strategies for Generation Z.

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